

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: _____

Title: _____

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested _____

New development

Alteration to an existing or previously-approved development

Informational

Initial approval

Final approval

3. Project Type

Project in an Urban Design District

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

Planned Development (PD)

General Development Plan (GDP)

Specific Implementation Plan (SIP)

Planned Multi-Use Site or Residential Building Complex

Signage

Comprehensive Design Review (CDR)

Signage Variance (i.e. modification of signage height, area, and setback)

Signage Exception

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

City/State/Zip _____

Email _____

5. Required Submittal Materials

Application Form

Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
- For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing fee

Electronic Submittal*

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant _____ Relationship to property _____

Authorizing signature of property owner Samuel J Daniels Date _____

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

Urban Design Districts: \$350 (per §35.24(6) MGO).

Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)

Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)

Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)

All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan
- ☐ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in both black & white and color for all building sides (include material callouts)
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- ☐ Grading Plan
- ☐ Proposed Signage (if applicable)
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

March 24, 2020

Urban Design Commission
City of Madison

RE: 919 Applegate Road – Sign Variance Request – **Joe Daniels Construction** – IL Zoned Property

Dear Commission,

Attached is a sign variance application for the Commercial Site, Zoned IL, located at 919 Applegate Road, **Joe Daniels Construction**. The application includes one variance request for increased wall sign area.

Madison Sign Control Ordinance section 31.043(2) grants authority to the Urban Design Commission to “approve a sign with up to fifty percent (50%) greater net area ... than otherwise allowed”. For the subject property, the Madison Sign Control Ordinance allows a wall sign of just 53.79 square feet on the north elevation facing the Beltline; this application requests approval of the proposed 79.06 square foot sign, which is 47% greater in net area than otherwise allowed.

Also per the Madison Sign Control Ordinance, section 31.043(2) **Modifications of Height, Area or Setback**, two items require to be addressed in the variance request; the variance:

- a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- b) Will result in a sign more in scale with the building and site and in a superior overall design.

Joe Daniels Construction is making a substantial investment adding to and updating their facility and seeks this variance for property identification and to showcase the investment being made within the City.

We are confident that conditions at this site allow both of the variance criteria to be met:

- 1) This property is located on a frontage road of the Beltline, a six-lane highway with a speed limit of 55 MPH.
- 2) This property is viewed from the Beltline and its frontage roads. There are varying degrees of viewing angles and the property can be seen from several hundred feet. The proposed sign aids in visibility from these viewing angles and distances.
- 3) This property is zoned IL, which classifies the property Group 3 for signage. Section 31.07(4) specifies the size limit for wall signs in Groups 2 and 3 as follows:
 - a. Standard Net Area. The maximum net area of all wall, roof and above-roof signs within a single signable area shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage. When using the lineal foot method, the total net area shall not exceed one hundred percent (100%) of the signable area designated under Sec. 31.07(2), above. In no case shall a wall, roof, or above-roof sign eligible for measurement under this sub. (a) exceed eighty (80) square feet in net area.
 - b. Occupancies of 25,000 Square Feet. For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, or a non-residential occupancy or tenant space with twenty-five thousand (25,000) square feet or more in floor area in a multi-tenant building, the maximum net area of all wall, roof and above roof

- signs shall be thirty percent (30%) of the signable area. The lineal foot measurement method shall not be available. In no case shall a wall sign under this sub. (b) exceed one hundred twenty (120) square feet in net area. Any other occupancies or tenant spaces of less than twenty-five thousand (25,000) square feet of floor area on the same building or zoning lot are eligible for standard net area measurement under sub. (4)(a).
- 4) The building on the property is in excess of 25,000 square feet. Prior to the substantial investment being made by Joe Daniels Construction, the building was 36,674 square feet and the addition is increasing that square footage to nearly 39,500. Please note, however, that the vast majority of the space is used as warehouse, cabinet shop and mechanic shop. Currently, 3,608 square feet is identified as office space and after the construction project is complete, there will approximately 6,408 square feet of office and 33,066 square feet of warehouse/shop.
 - a. **If** the building was **under** 25,000 square feet, it is conceivable that Section 31.07(4)(a), would allow a 80 square foot sign. The proposed sign is 79.06 square feet, which meets this limit if it was applicable.
 - b. Since the building on the property is, indeed, over 25,000 square feet, Section 31.07(4)(b) limits the wall sign to 53.79 square feet based on a signable area on the front elevation of 179.31 square feet and the size limit of up to 30% of the signable area.
 - 5) The design of the proposed sign, sized at 80.05 square feet, leads to a superior overall design and is in scale with the building. The vast viewing distances and viewing angles at highway speeds are better served by larger letters.
 - a. The sign consists of individually-mounted channel letters, which is often considered a superior design over a simple box sign.
 - b. We find the sign to be in scale with and complementary to the building architectural design.
 - c. The larger letters of the proposed sign are more legible than smaller letters that would result by imposition of the 30% of signable area limitation.

Included with this application is a design sheet with details of the proposed sign, illumination rendering, and building rendering with the proposed sign superimposed.

Further, photos showing site conditions are included to demonstrate viewing angles and distances.

Consistent with Madison Sign Control Ordinance section 31.02 **Purpose and Scope**, the proposed signage is intended to optimize property identification and enable the public to effectively locate the property. We believe the request made in this application is reasonable and satisfy the criteria for granting the variance. As such, we are seeking approval of this variance request.

Thank you for your consideration.



Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**



FILE NAME LOCATOR MAP DATE 03.24.20
JOB NAME JOE DANIELS CONSTRUCTION
LOCATION 919 APPLEGATE RD. MADISON, WI

LOCATOR MAP OF 919 APPLEGATE RD.



VIEW FROM NORTH FRONTAGE ROAD WEST



VIEW FROM NORTH FRONTAGE ROAD STRAIGHT



VIEW FROM NORTH FRONTAGE ROAD EAST



VIEW FROM SOUTH FRONTAGE ROAD WEST



VIEW FROM SOUTH FRONTAGE ROAD STRAIGHT



VIEW FROM SOUTH FRONTAGE ROAD EAST

PHOTO COLLAGE OF 919 APPLGATE RD.

FILE NAME PHOTO COLLAGE DATE 03.24.20
JOB NAME JOE DANIELS CONSTRUCTION
LOCATION 919 APPLGATE RD.

DANIELS

GENERAL CONTRACTORS

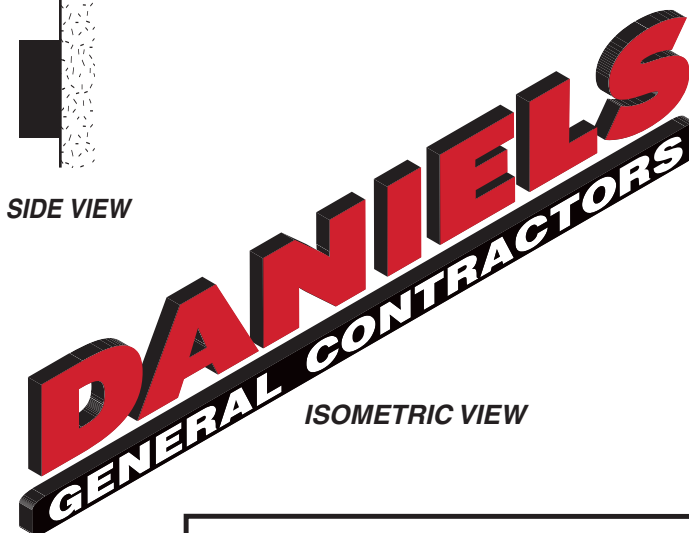


FILE NAME DISTANCES DATE 03.24.20
JOB NAME JOE DANIELS CONSTRUCTION
LOCATION 919 APPLGATE RD. MADISON, WI

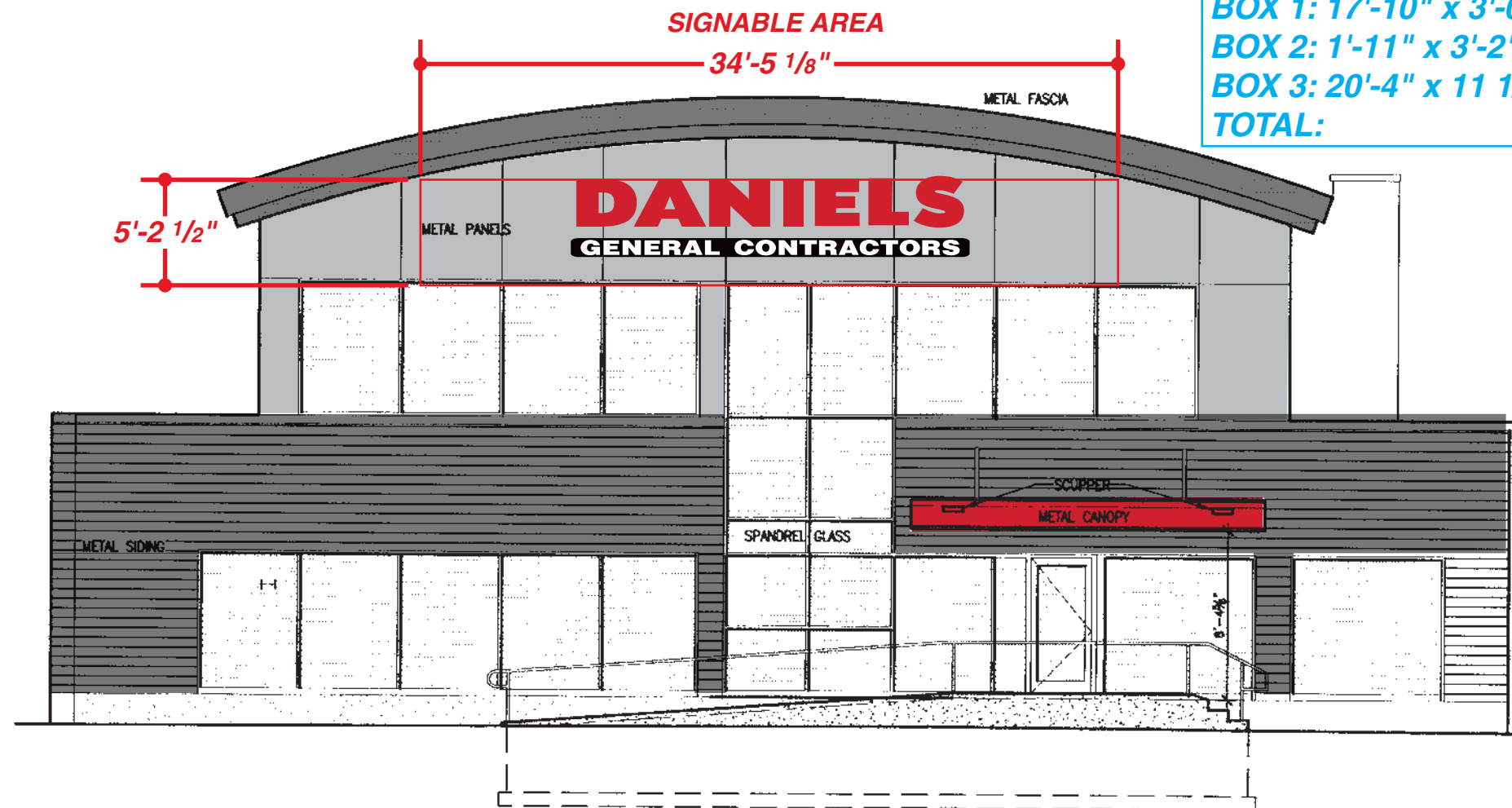


SIMULATED NIGHT VIEW

SIDE VIEW



ISOMETRIC VIEW



NORTH ELEVATION

BOX 1:	17'-10" x 3'-0"	= 53.50 ft²
BOX 2:	1'-11" x 3'-2"	= 6.07 ft²
BOX 3:	20'-4" x 11 1/2"	= 19.49 ft²
TOTAL:		= 79.06 ft²

TOTAL SQ. FT. OF SIGNAGE: 79.06 ft²

2793 RED (ACRYLIC)

7725-12 BLACK (VINYL)



FILE NAME: 58193-06-3 DATE: 01.10.20 SCALE: 1/2" = 1'-0"

FILE TYPE: ☐ OUT ☐ PROD ☒ OTHER PERMITTING

JOB NAME: JOE DANIELS CONSTRUCTION

LOCATION: 919 APPLGATE RD. MADISON, WI

DRAWN BY: CS SALESMAN: DAN PIETRZYKOWSKI

DESIGN APPROVED BY:

AUTHORIZED SIGNATURE _____

DATE _____

UNLESS OTHERWISE SPECIFIED: • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM

WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713

608.838.7794



GRANT SIGNS
INC. DP INDUSTRIES LLC

608.
838.7794



VIEW FROM NORTH FRONTAGE ROAD WEST



VIEW FROM NORTH FRONTAGE ROAD STRAIGHT



VIEW FROM NORTH FRONTAGE ROAD EAST



VIEW FROM SOUTH FRONTAGE ROAD WEST



VIEW FROM SOUTH FRONTAGE ROAD STRAIGHT

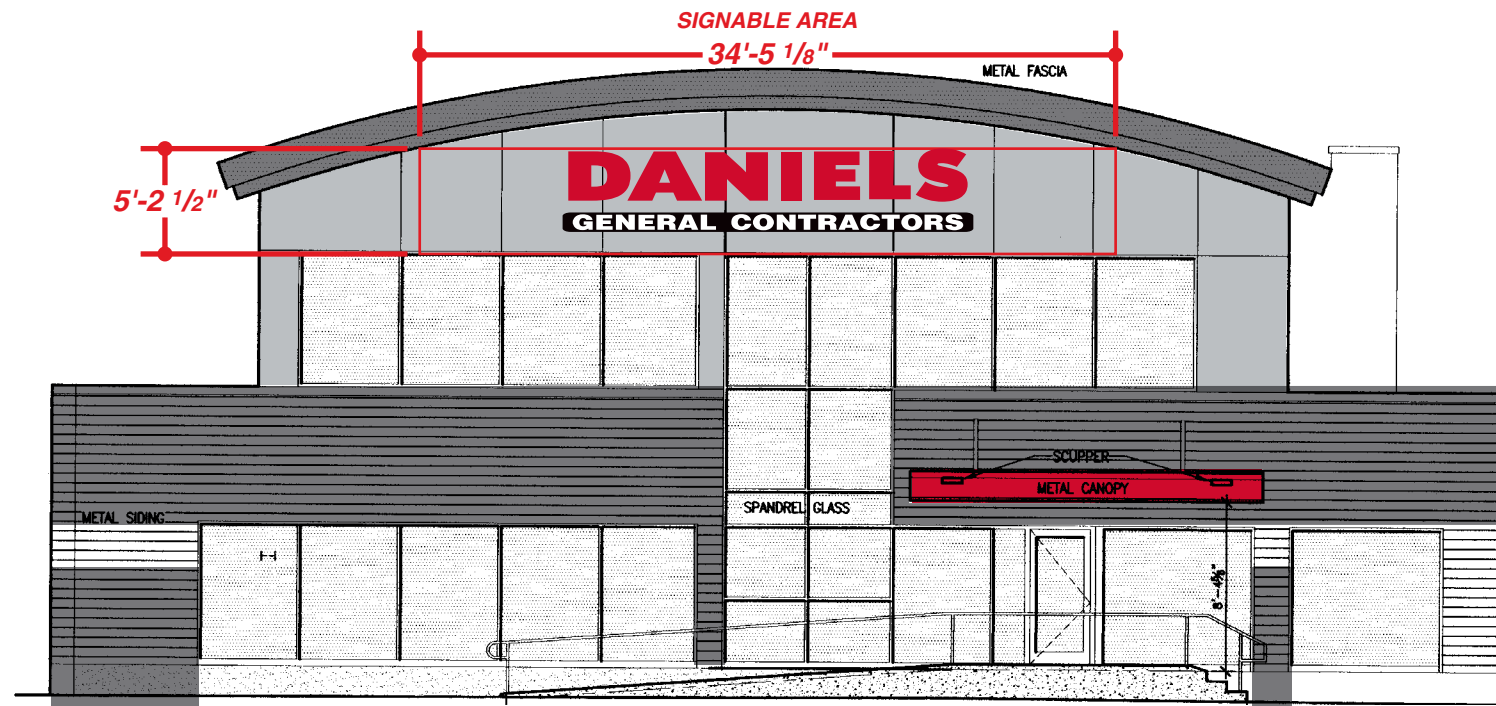


VIEW FROM SOUTH FRONTAGE ROAD EAST

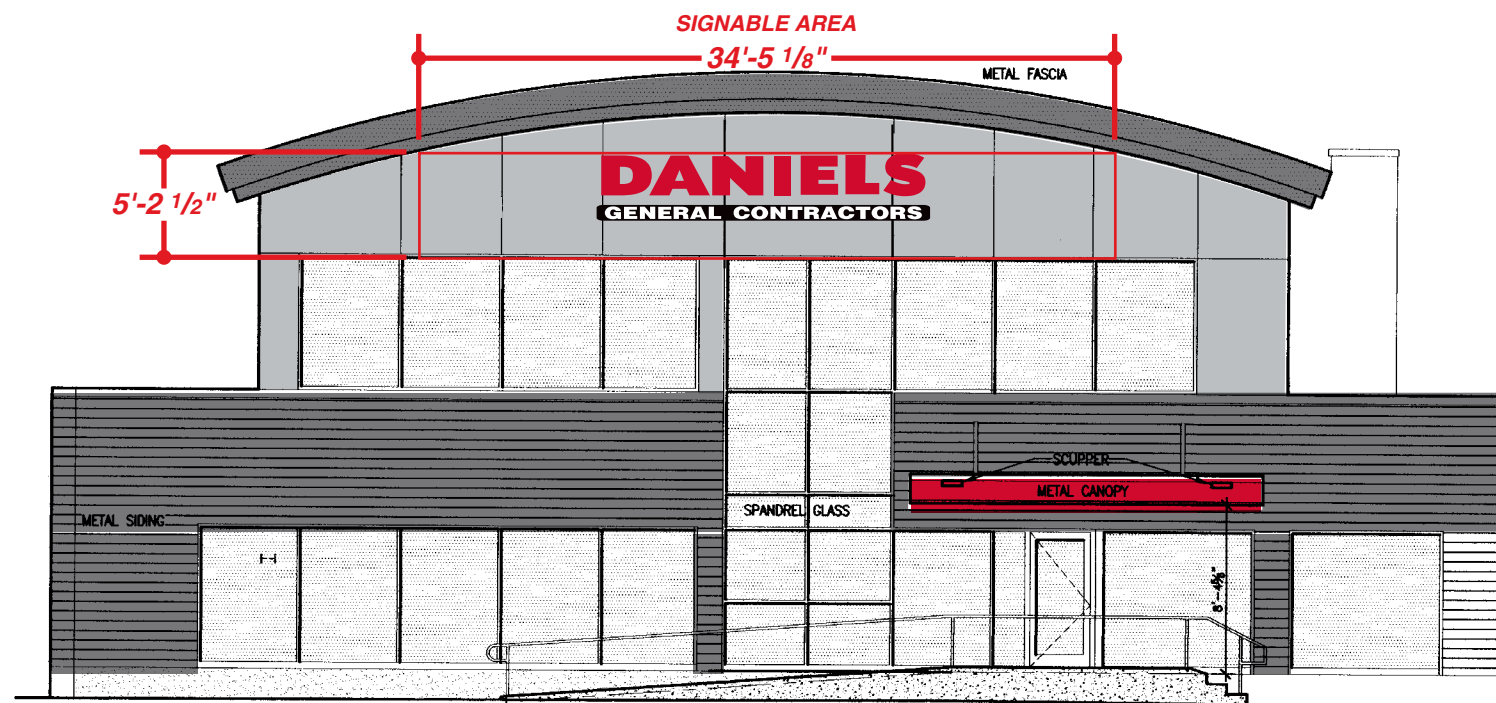
CONCEPTUAL RENDERINGS (*MAY NOT BE TO EXACT SIZE)

FILE NAME PHOTO COLLAGE DATE 03.24.20
JOB NAME JOE DANIELS CONSTRUCTION
LOCATION 919 APPLGATE RD.

PHOTO COLLAGE W/ PROPOSED SIGN RENDERED FOR 919 APPLGATE RD.



SIGN PROPOSED IN VARIANCE REQUEST



ALLOWED PER SECTION 31.07(4)



SIMULATED NIGHT VIEW



ISOMETRIC VIEW



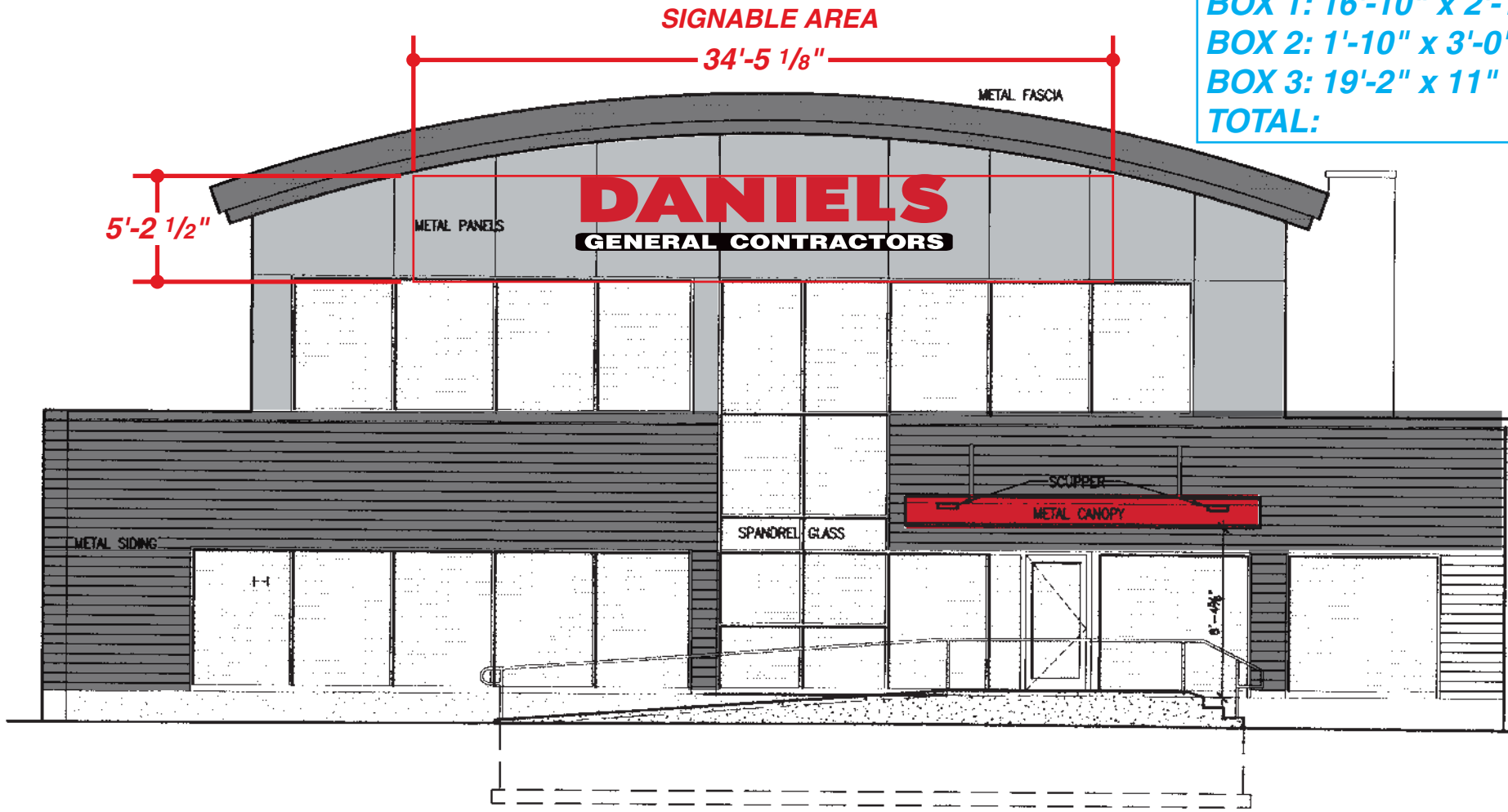
FILE NAME COMPARISON DATE 03.24.20
JOB NAME JOE DANIELS CONSTRUCTION
LOCATION 919 APPLEGATE RD. MADISON, WI



SIDE VIEW



BOX 1:	16'-10" x 2'-10"	= 47.69 ft ²
BOX 2:	1'-10" x 3'-0"	= 5.50 ft ²
BOX 3:	19'-2" x 11"	= 17.57 ft ²
TOTAL:		= 70.76 ft ²



NORTH ELEVATION

TOTAL SQ. FT. OF SIGNAGE: 70.76 ft²

- 2793 RED (ACRYLIC)
- 7725-12 BLACK (VINYL)

UNLESS OTHERWISE SPECIFIED: ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH. THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM.

JOB DESCRIPTION

LED-ILLUMINATED CHANNEL LETTERS & PILL CABINET

"DANIELS" CHANNEL LETTERS

- RED ACRYLIC FACES
- BLACK RETURNS & TRIM CAPS
- 5" DEEP
- ILLUMINATED W/ RED LEDS
- MOUNTED FLUSH TO BUILDING

PILL CABINET

- WHITE ACRYLIC W/ VINYL APPLIED
- BLACK RETURNS & TRIM CAPS
- 5" DEEP
- ILLUMINATED W/ WHITE LEDS
- MOUNTED FLUSH TO BUILDING

INSTALL

FILE NAME: 58193-06-4 DATE: 01.10.20 SCALE: 1/2" = 1'-0"

FILE TYPE: ☐ OUT ☐ PROD ☒ OTHER PERMITTING

JOB NAME: JOE DANIELS CONSTRUCTION

LOCATION: 919 APPLGATE RD. MADISON, WI

DRAWN BY: CS SALESMAN: DAN PIETRZYKOWSKI

DESIGN APPROVED BY: _____

AUTHORIZED SIGNATURE _____

DATE _____



608.838.7794

